

**Visit Los Osos/Baywood**  
(Los Osos, Baywood Park, uninc. Morro Bay  
Local Fund Advisory Board)

**Minutes**

April 23, 2013 – Back Bay Inn, Baywood Park

**Board Members Present:**

Alex Benson, Baywood Inn  
Paul Irving, Bayside Life  
Maggie Juren, Beach-N-Bay Getaways  
Bill Lee, Back Bay Inn  
Gary Setting, Sea Pines Golf Resort

**Others Present:**

Scott Andrews, SLO Jazz Festival  
Pandora Nash-Karner, Celebrate Los Osos  
Jim Stanfill, LO/BP Chamber of Commerce  
Diane Strachan, Stewardship Traveler Program

**Absent:** None

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** By Chair Gary Setting at 11:05 a.m.
2. **Public Comment:** None
3. **Consent Items:**
  - a. Approval of 2/26/13 Minutes: Maggie Juren made a motion to approve the Minutes of the February 26, 2013 Meeting as written with no additions or corrections. Gary Setting seconded the motion; motion carried unanimously.
4. **Presentation:**
  - a. Scott Andrews – SLO Jazz Festival: Scott is the Festival Director and Founder and has 4 others on the Festival Board. Funding of Sponsorship goes towards Annual Concerts and Special Concert Events, International Quality Jazz Festival in SLO, and the Youth in Jazz Education Program. The 1<sup>st</sup> SLO Jazz Festival will be held on September 28<sup>th</sup> at Mitchell Park, which will be a one-day event with multiple bands/performers. The expected demographics are as follows: 64% Affluent (earnings of \$150k - \$200k +/year); 43% Educated (with graduate degrees); 64% Established (34-55 years of age); 40% Loyal (expected to return in the following years). Sponsorship amounts can vary from \$65 - \$3000. Partnerships are in place with multiple organizations in SLO, including Sunset Savor the Central Coast, which is an Event Promoter. Ticket prices will be about \$30. Scott will confirm whether or not the Festival will occur in 2013 by May 31<sup>st</sup>, depending on sponsorships and funding. The media budget will be determined upon at a later time; however, Scott is hoping to reach out to several out-of-area regions, such as Los Angeles, San Francisco, etc... Maggie mentioned that the festival may be competing with Sunset Savor, as they are both on the same weekend. It was suggested that Scott consider putting together a Stay/Ticket package. Bill Lee suggested not limiting the event to a “Jazz” Festival to bring in more people (motion pictures, food, wine, etc...).
  - b. Diane Strachan – Stewardship Traveler Program: Diane reintroduced herself to the Board and reviewed the program’s elements. Similar events are eco-travel; however, the Program goes one step beyond that. The STP will be ready to launch in August. 50-70 activities and events are currently in place; however some are still in need of the donation aspect. Di distributed the current and pending list of activities and events. She is currently working on getting the program media-ready and is in need of volunteers to speak with media, as well as working on the itineraries for activities. Diane urged the Board to keep ideas coming and present them to her, Paul, and/or Bill. Bill asked about an activity for bird watchers/enthusiasts and how such an activity could coincide with another activity, such as habitat restoration. Diane also suggested making the activities part of the criteria when funding an event to

build sustainable travel and make it “newsworthy”. The website is in draft form (winecoastcountry.com – search “Stewardship Travel”) and Cheryl mentioned that the newsletter that went out this morning has included a link to the STP landing page. Di suggested that the Board begin to brand “Welcome Stewardship Travelers” and using the Stewardship Traveler logo on the Oso de Oro loop map. Gary suggested creating a simple, one-pager with the logo and events and activities that can be placed in lodging rooms/homes and putting up a “Stewardship Travelers Welcome” window decal.

**5. CBID Update/Financials/Programs Funded through Local Boards:**

- a. The CBID newsletter was sent out this morning. Sunset Savor is now allowing each constituent to create a package with discounted tickets for promotion – Cheryl encouraged everyone to participate.
- b. March Local Fund Update: There has been an average of 359 unique visits per day in the past 30 days, with 138 visits to the Los Osos/Baywood Park destination page. The “Stay” page views are at 21.2% and are up 14.5% year-over-year. Facebook “Likes” are at 12,484 and E-blast subscribers are at 13,957.
- c. Spring Campaign: The CBID’s Spring Campaign was launched March 1<sup>st</sup> and will run through the end of May. 17% of the overall budget will be going towards Sunset Magazine and VisitCalifornia.com; 37% to California Road Trips; 14% to YouTube and Facebook ads; 8% to Touring and Tasting Magazine Online; and 24% to Trip Advisor, which will include banner ads in competing markets.
- d. Local Fund Guidelines: The Manual was updated and e-mailed to the Board; it is available on the members’ site as well (www.yourcbid.com).
- e. Discovery Route Brochure: Cheryl stated that 50,000 brochures will be printed and include a map with all of the 10 regions represented, including where STP activities take place. They have been distributed to various California Welcome Centers and Visitor Marketing sites. More will be available at a later time.
- f. Public Relations Update: Cheryl gave a recap of recent PR coverage and proactive media approaches that the CBID has been involved with.
- g. The next CBID Board Meeting will be held on April 24<sup>th</sup> at 12:00 p.m. at the Apple Farm.

**6. Financials:** The current financials were distributed. There is a total net income of about \$32,000. Gary has made the adjustments from the last budget discussion and will e-mail to the Board for finalization and discussion at the next meeting.

**7. Committee Reports:**

- a. Beautification/Outreach
  - i. Signage Discussion: Alex is still working on the signs, but there is no news to report at this time.
- b. Events and Marketing: An Events Calendar was created for 2013. Cheryl is working with Paul to verify that all events are listed on WineCoastCountry.com. Pandora mentioned that events hosted at El Chorro park are falling through the cracks, as it is not in any designated region. Melissa will ask Cheryl if Los Osos/Baywood can “take over” this area. Pandora can to send out information with photos to Paul if it is approved. Stewardship Traveler Program activities will be added to the calendar; Paul and Di will discuss the dates and activities. Any feedback regarding the calendar can be given to Paul. Gary mentioned the Board could and should create packages to promote these events. Di suggested creating a Stewardship Traveler Program weekend that wraps around current events already in place.
- c. Stewardship Traveler Program Liaison: The STP update was given by Diane under “Presentation”.

**8. Action/Discussion Items:**

- a. Discussion and Vote for Approval – US Airways Reprints: The options and prices for reprints of the US Airways editorial were presented and discussed. After discussion, it was determined that the Board will use the PDF version and not order reprints.
- b. Maggie Juren’s Resignation/Discussion and Vote for Approval – Vacant Board Seat Application (Pandora Nash-Karner): Maggie has submitted a letter of resignation due to her business demands; however, she has expressed interest in participating on committees. Alex Benson made a motion to accept Maggie Juren’s resignation. Paul Irving seconded the motion; motion carried. Pandora Nash Karner’s application and background was discussed and she expressed her reasons of interest for joining the Board. Alex Benson made a motion to accept Pandora Nash Karner’s application to join the Los

Osos/Baywood Local Fund Advisory Board (Visit Los Osos/Baywood). Paul Irving seconded the motion; motion carried unanimously.

- c. Logo Design/Contest: Melissa briefly discussed the Cayucos Local Fund's logo contest. This will be discussed further at the May meeting.
- d. Giant Check and Presentation: The County is currently working on the paperwork/processing of funding the bear sign project. Cheryl and Pandora will discuss further details if needed.

**9. Future Agenda Items/New Business:**

- a. Logo Design/Contest
- b. Discussion and Vote for Approval: SLO Jazz Festival
- c. Discussion and Vote for Approval: July 2013 through June 2014 Budget
- d. Approve funding to replace video soundtrack on website
- e. Ongoing Agenda Item: Web Cam/Weather Station
- f. Ongoing Agenda Item: Harbor Festival 2013
- g. Ongoing Agenda Item: Festival Mozaic venue in Los Osos or Baywood Park

**10. Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, May 28<sup>th</sup>, 2013

Time: 11:00 a.m. – 12:30 p.m.

Location: Back Bay Inn

**11. Closing Comments:** None

**12. Adjournment**

The meeting was adjourned at 12:57 p.m. (Alex, Bill)